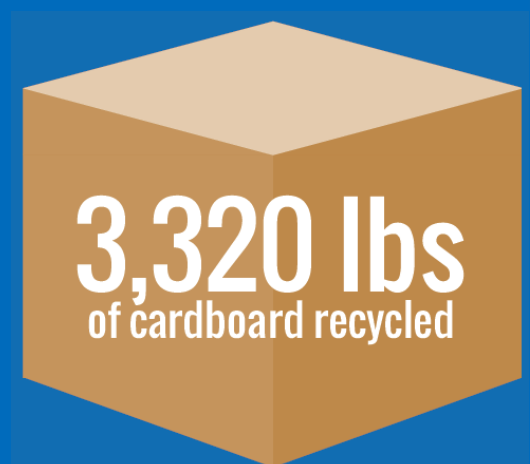
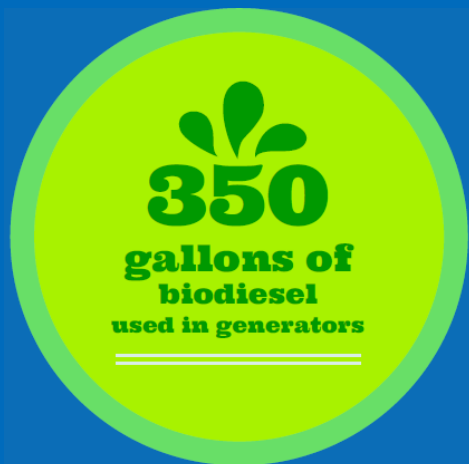
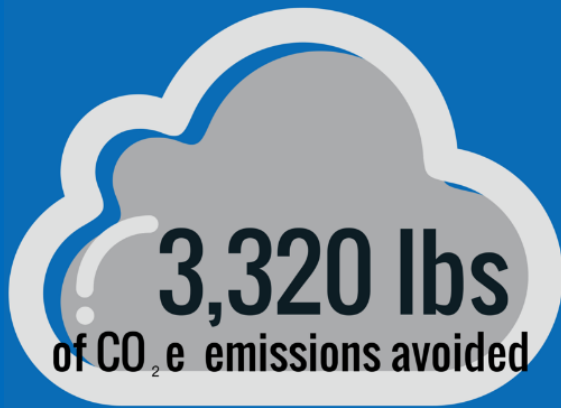


 **60,000  
ATTENDEES** 



# SUSTAINABLE SB150

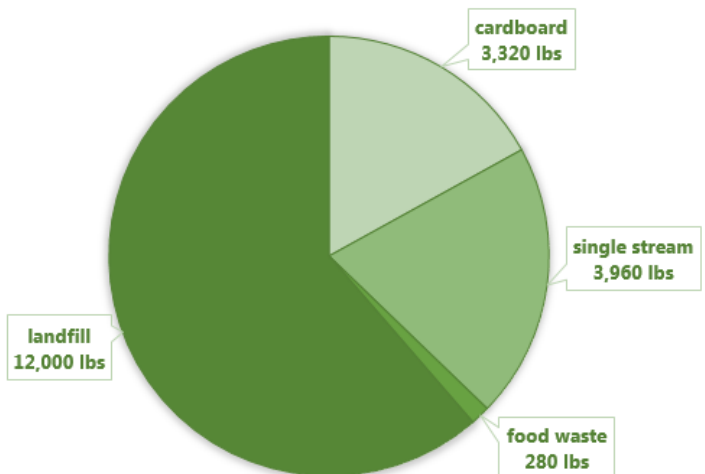
## BIRTHDAY WEEKEND PILOT PROGRAMS

South Bend celebrated its 150<sup>th</sup> birthday on Memorial Day weekend, May 22<sup>nd</sup> - 24<sup>th</sup>, 2015. This three-day celebration, attended by 60,000 people, was also the City's first **Zero Waste**-inspired event. The Office of Sustainability used this once-in-a-lifetime event to test new programs to reduce waste and emissions, shrink the event's **footprint**, and **engage the public**.

The SB150 Birthday Weekend was the first City event to offer **recycling**. Resource Recovery Stations were positioned throughout. At several locations, **food waste** was collected separately for natural gas production and kept 280 pounds out of the landfill. **Waste Watcher Volunteers** contributed time, energy, and enthusiasm for recycling to maximize waste diversion and educate visitors.

In another first, the City partnered with a local company to provide two **water bottle refill stations**, which dispensed 1,600 gallons of water over two days and replaced 12,000 disposable bottles. The water was free to attendees with their own bottles. **Biodiesel** was used in event generators, reducing emissions. **Food vendors** were encouraged to reduce waste by using recyclable or compostable dinnerware, and event signs were designed to be **reusable**. Attendees were encouraged to download a **mobile app** to reduce waste from flyers and handouts. Finally, compressed **natural gas busses** shuttled attendees to and from the event from satellite parking lots, and **bicycle** racks were stationed at every entrance. See the full report at: <http://tinyurl.com/SB150birthday>.

SB150 BIRTHDAY WEEKEND  
WASTE DIVERSION



## SPECIAL THANK YOU TO THE CHAMBER OF COMMERCE LEADERSHIP TEAM AND OUR GENEROUS SPONSORS

Kym Alsop

Kelli Foley

Angelica Healy

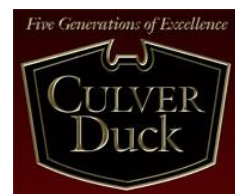
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